

# GS It's Time to Read



## Ketchuppp Is An App That Wants To Help Friends Catch Up In Person — Not On Facebook

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Are you spending too much time looking at what your friends are posting

on Instagram and Facebook and not enough time hanging out with each other IRL? The founders of Ketchuppp think so. And their answer to this problem is, of course, another app that's designed to help you meet your buddies when you happen to be near enough to do so. In other words: a proximity-based social networking app. Or a social-mobile-local app if you prefer.

It's not an app that's about broadcasting your location to all and sundry. Or meeting up with random strangers who share your passion for Vampire Weekend gigs and happen to be nearby (a la Circle). Or for meeting friends of friends with mutual interests — giving it a narrower focus than U.S. rival Highlight. Or an app for meeting potential business leads over a networking lunch (like Let's Lunch).

Ketchuppp wants to help you meet up with the people you actually like spending time with on a regular basis (or did before social media ate your social life) — and do so in person, not digitally (so it's not Path either). It sets that bar at people you have in your phone's contacts book.

This European Highlight rival has been in the works since January — although its Dutch founders say they came up with the idea in June last year. The iOS and Android apps were launched in August 2013, backed by €300,000 in self-funding. The funding is coming in part from a social media consulting and concept development company the founders also own, called So-Me Consulting, and from another company, DayLike, involved in the project — as the developer.

How does Ketchuppp help you engineer quality 'hanging with yo homies' time? It does that by running GPS tracking in the background, and pinging you when a friend is nearby — so you can suggest meeting for a quickie catch-up (or "ketch up" — that won't get old real quick at all).

"What makes Ketchuppp different from all other social platforms is that we don't make a connection to any social media platforms at all. Ketchuppp only facilitates encounters with the people from the contact list of your mobile device," it says.

That means you can sign up with your email if you like, rather than being forced to drag all your Facebook/social media 'friendship' baggage with you. The ubiquitous smartphone's address book has become a neat shortcut for app makers — providing an alternative, ready-made per user contacts network that does not rely on tapping into the social media establishment.

Privacy is another focus. The app crucially does not disclose its users' actual location to anyone — friends or frienemies. "It only informs you when someone is around. So it is not possible to be surprised by someone who found your exact location on a map. (Like find my friends from Apple.) We respect the privacy of the individual user, both people have to agree on a meeting," it notes.

Ultimately Ketchuppp's makers reckon prevailing attitudes to social media are changing — with more people starting to feel fatigued by the demands to be constantly checking and the intangible rewards of virtually connecting with friends, instead of meeting them in person. With its re-active focus and deliberately streamlined feature-set, it's positioning itself to capitalise on that tiredness.

### ~ Fuck My Life ~

FML#1: Today, I was leaving the grocery store when an old woman started yelling at me for not holding the door open for her. She accused me of being "everything wrong with the younger generation". It was an automatic door.

FML#2: Today, I went to school without any makeup on. The guys who usually compliment me for being pretty are now calling me "The Greatest Illusion Ever".

### ~ Quote of the day ~

*We do not see nature with our eyes, but with our understandings and our hearts.*

William Hazlitt

*What you do today can improve all your tomorrows.*

Norman Vincent Peale

### ~ Dumb ~



## Guinness Records ~

### The smallest dog living



The smallest dog living, in terms of height, is a female Chihuahua called Miracle Milly, who measured 9.65 cm (3.8 in) tall on 21 February 2013 and is owned by Vanesa Semler of Dorado, Puerto Rico.

## ~ Sports ~

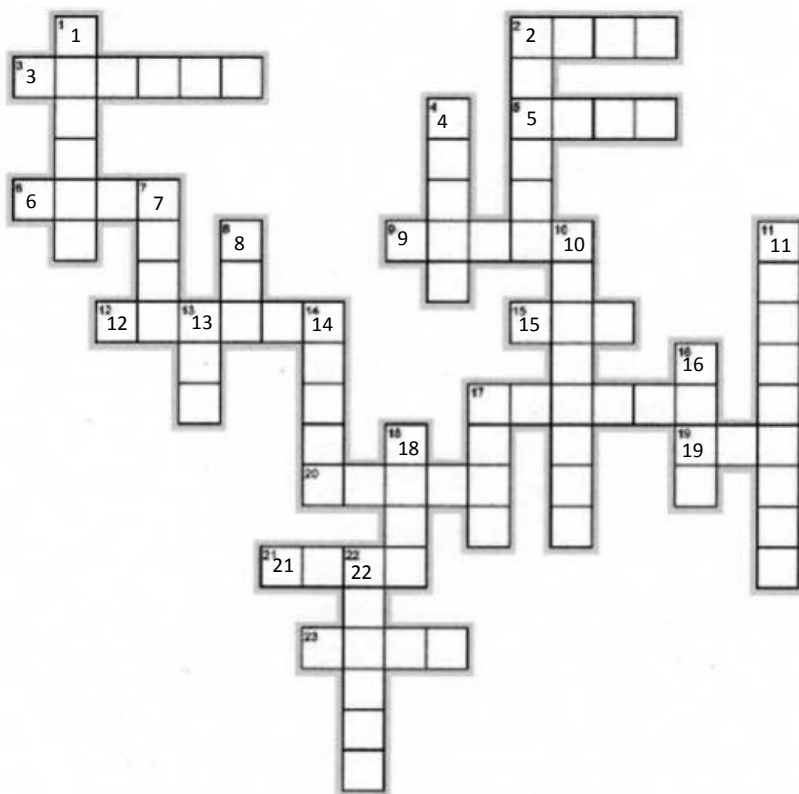
### Gareth Bale in running for world player of the year award

World record signing Gareth Bale is on the 23-man shortlist for the Fifa men's world footballer of the year award.

Wales forward Bale, 24, scored 26 goals for Tottenham last season before an £85m move to Real Madrid in the summer.

**Fifa world men's player of the year shortlist:** Gareth Bale (Real Madrid/Wales), Edinson Cavani (Paris St-Germain/Uruguay), Radamel Falcao (Monaco/Colombia), Eden Hazard (Chelsea/Belgium), Zlatan Ibrahimovic (Paris St-Germain/Sweden), Andres Iniesta (Barcelona/Spain), Philipp Lahm (Bayern Munich/Germany), Robert Lewandowski (Borussia Dortmund/Poland), Lionel Messi (Barcelona/Argentina), Thomas Muller (Bayern Munich/Germany), Manuel Neuer (Bayern Munich/Germany), Neymar (Barcelona/Brazil), Mesut Ozil (Arsenal/Germany), Andrea Pirlo (Juventus/Italy), Franck Ribery (Bayern Munich/France), Arjen Robben (Bayern Munich/Netherlands), Cristiano Ronaldo (Real Madrid/Portugal), Bastian Schweinsteiger (Bayern Munich/Germany), Luis Suarez (Liverpool/Uruguay), Thiago Silva (Paris St-Germain/Brazil), Yaya Toure (Manchester City/Ivory Coast), Robin Van Persie (Manchester United/Netherlands), Xavi (Barcelona/Spain).

## ~ Crosswords ~



### Across

2. A small body of water.
3. The ground dips down.
5. A feathered creature that flies through the sky.
6. Underwater creatures.
9. These grow around trees and along the ground.
12. Growing things that blossom.
15. Shines in the sky during the day.
17. Slow movers with a shell.
19. What we breathe.
20. A long, thin reptile that has scales.
21. A large stone.
23. Squiggly animal that lives underground.

### Down

1. Hops along.
2. A small stone on the pathway.
4. Animal that takes its "home" where ever it goes.
7. You have to climb up these.
8. Moisture on the grass.
10. "Nuts" about living in a tree.
11. Started life as a caterpillar.
13. "Whoooo" is this?
14. Trees and plants both have them.
16. Grows on a tree branch.
17. A place where a bird may build it's nest.
18. The outside of a tree trunk.
22. White, fluffy and in the sky.

## ~ International ~

